LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD# BCK186-C4 REQ# M19851 "HERD OF THESE" PG 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1990
Printed in U.S.A.

HERD OF THESE?

Full rich flavor, not full price.

Available in Kings & Kings Lights

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine – Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/xlln0003